

## PURCHASE ORDER

PLEASE FURNISH MERCHANDISE BELOW FOR THE ACCOUNT OF

**BOARD OF SUMTER COUNTY COMMISSIONERS**

910 N. MAIN STREET, ROOM #201

TELEPHONE 352-793-0200

54098

TO

BUSHNELL, FLORIDA 33513-9402

F

City of Bushnell  
P.O. Box 115  
Bushnell, FL 33513

L

DATE November 17, 2010

DEPT. Tourist Development Fund

BY *[Signature]*

FUND	ACCOUNT NO.	QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
111	121-579-8105	②	<p>Discription: Reimbursement for advertisment and transportation for the Bushnell Fall Festival on October 16th 2010</p> <p>This P.O. replaces #53869 (approved for 2009-10 fy)</p> <p>9,387.20 9,387.20</p> <p>Grant was presented to the Tourist Development Committee on 7/22/10 and TDC recommended approval of the amount listed on this purchase order.</p> <p>Grant request was \$11,389.20</p> <p>T-15 will cover the funds for this P.O.</p>		
TERMS:				TOTAL	9,387.20

BOARD OF SUMTER COUNTY COMMISSIONERS

DELIVER TO: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_

**NOTE: ONLY ORIGINAL INVOICES  
WILL BE CONSIDERED FOR PAYMENT**

## DISTRIBUTION:

BLUE COPY - TO BOARD OF COUNTY COMMISSIONERS  
WHITE COPY - TO VENDOR  
CANARY COPY - TO DEPARTMENT HEAD  
GREEN COPY - TO BOARD OF COUNTY COMMISSIONERS

THIS IS TO CERTIFY THAT THE ABOVE GOODS WERE RECEIVED AND THAT THEY WERE OF THE QUANTITY AND QUALITY ORDERED AND PAYMENT FOR SAME IS HEREBY APPROVED.

BY: \_\_\_\_\_ DATE: \_\_\_\_\_

OFFICER OR DEPT. HEAD

1. MAIL INVOICE TO BOARD OF COUNTY COMMISSIONERS
2. PLEASE SHOW OUR PURCHASE ORDER NUMBER ON ALL INVOICES
3. EACH SHIPMENT MUST BE COVERED BY A SEPARATE INVOICE
4. THE COUNTY OF SUMTER IS EXEMPT FROM STATE SALES AND USE TAX AND FEDERAL EXCISE TAXES. STATE SALES AND USE TAX CERTIFICATE NUMBER 65-8012622366C-3.

**Taylor, Amanda**

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**From:** Parker, Karen  
**Sent:** Monday, August 02, 2010 9:04 AM  
**To:** Taylor, Amanda; Chavez, Tina  
**Subject:** FW:  
**Attachments:** Bushnell Fall Festival Narrative.doc; Bushnell Fall Festival Grant Application.pdf  
FYI

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**From:** Lee Ann Carr [mailto:director@sumterchamber.org]  
**Sent:** Friday, July 30, 2010 6:22 PM  
**To:** Parker, Karen  
**Cc:** Bisner, Art; Arnold, Bradley  
**Subject:**

Karen,

The grant application and the narrative are attached for the Bushnell Fall Festival. Please let me know if you have any questions.

Approval for the grant in the amount of \$9387.20 was recommended by the TDC.

The original request was for \$11,389.20.

Please let me know if you need anything else.

Lee Ann

8/11/2010

**Sumter County Chamber of Commerce  
TDC Committee  
Application Checklist**

Organization Name: The City of Bushnell

Event Name: 2010 Bushnell Fall Festival

Event Date: Saturday, October 16, 2010

Amount Requested: 11389.20

Previously Funded By TDC? ☒ Yes ☐ No Amount(s) 40,969.17

- ☒ Charter
- ☐ Articles of Incorporation
- ☐ By-laws
- ☒ Chamber verified status through Sunbiz.org – please attach
- ☒ Minutes of meeting authorizing officers to apply for grant funds
- ☐ IRS determination letter of non-profit status
- ☒ List of current officers and board members indicating terms and salaries
- ☒ Organizational chart
- ☒ Copy of financial statement of most recent fiscal year

Rank Assigned: 1- Marginal Impact

Approved ☐ Denied ☒ Additional Information Required ☐

Reasons: The Chamber Review Committee has been directed by the Board of County Commissioners to recommend funding only for those events that directly bring additional "heads-to-beds" in Sumter County. After meeting with the Bushnell Fall Festival Coordinator, it was the unanimous opinion of the Chamber Review Committee that, although the Bushnell Fall Festival is an excellent Sumter County signature event, the event is targeted primarily to the local community. This is outlined in the grant request under organization goals and objectives where target audience is described as "families throughout the county and surrounding areas."

According to the statutes, tourism funds are to be expended only on those events that have the attraction of tourists as their primary purpose. Tourists are further defined in the statutes as those individuals who reside outside of Sumter County. Upon consideration of the BOCC directive, guidance of the statutes and the amount of prior TDC funding

Ratified by the Sumter County TDC on 071708

(\$40,969.17) it is the recommendation of the TDC Chamber Review Committee that this event not be funded using tourist development dollars.

### GRANT APPLICATION

Applicants will need to submit an original and fifteen (15) copies of this completed grant application, as well as all supporting documentation, for consideration by the Sumter County Tourist Development Council. Please make sure your application is signed and attach the following information, if applicable:

- Charter, Articles of Incorporation, By-laws;
- Minutes of meeting or resolution authorizing officers to apply for grant funds
- IRS determination letter of non-profit status
- List of current officers and board members indicating terms and salaries
- Organizational chart
- Copy of financial statement or 990 from the most recent fiscal year

Organization name: City of Bushnell, Florida

Address: P.O. Box 115, Bushnell, FL 33513

Contact person: Joy Coleman

Title: City Clerk

Telephone: 352-793-2591 Fax: 352-793-7771

Event/Project Name: 2010 Bushnell Fall Festival

Event date: Begin October 16<sup>th</sup>, 2010 End October 16<sup>th</sup>, 2010

Category  
(check one)

<input type="checkbox"/>	Sponsorship
<input type="checkbox"/>	Special Events
<input type="checkbox"/>	Events
<input checked="" type="checkbox"/>	Advertising/Promotion

Amount Requested \$ 11,389.20

Intended Use Advertising / Promotional / Transportation Expenses for the Event  
Of Funds: \_\_\_\_\_

If the entire request cannot be funded, can the project be restructured for less funding?  
If so, please indicate minimum amount necessary. If not, please explain.

Yes. \$10,089.20 (Less Transportation Expenses)

Ratified by Sumter County TDC on 07-17-08

### BACKGROUND INFORMATION

In the space below, please describe your organization in the following areas:

- Your organization's goals and objectives  
*To hold a family event that will promote Bushnell / Sumter County and its businesses and community organizations*
- Your target audiences  
*Families throughout the county and surrounding areas*
- Services your organization provides  
*Additional sales revenue for local businesses and organizations and possibly new memberships.*
- Community need for the services your organization provides  
*The need for economic growth*
- How Sumter county residents and visitors will benefit from your project and how you will evaluate your effectiveness  
*Residents who participate as vendors enjoy increased revenue. Others enjoy the family entertainment. Our effectiveness is evidenced by the record numbers of people who attend each year.*
- Other sources of funding that your organization can provide to match the funds requested from the Tourist Development Council  
*The City of Bushnell Fall Festival Budget*
- How you will monitor expenditures of grant funds  
*The City's Financial Officer monitors all grant expenditures*

### PROJECT/EVENT DETAILS

In the space below, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projects on numbers of attendees, hotel rooms needed, restaurant meals to be consumed and your publicity and advertising plans.

*The Fall Festival provides increased business during the one day event for local hotels, gas stations, restaurants and other local businesses. The event draws an estimated crowd of anywhere from 15,000 to 22,000 visitors each year.*

### PROJECT BUDGET RECAP

#### INCOME

Tourist Development Fund Request

\$ 11,389.20

Total Request \$ 11,389.20

Matching fund sources

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Total matching funds

\$ 0.00

Other income sources

Fall Festival Budget Revenues \$ 25,838.00

Reverse Raffle \$ 9,500.00

\$

\$

Total matching funds \$ N/A

TOTAL INCOME \$ 35,338.00

**EXPENSES**

Please indicate which items will utilize TDC funds

☐ Contractual Services \$ 9,201.00

☐ Promotional Activities/ Operating Supplies \$ 21,204.00

☒ Promotional Advertising \$ 8,087.20

☒ Portable Lighted Sign w/ letters \$ 2,002.00

☒ Transportation Sumter Translt \$ 1,300.00

☐  \$

☐  \$

☐  \$

☐  \$

TOTAL EXPENSES \$ 41,794.20





# SUMTER COUNTY TIMES

352-793-2161

352-739-1486 Fax

## Advertising Rates for City of Bushnell 2010 Fall Festival (In County)

Sumter County Times:

Circulation: 5000 Readership: 12,500

plus overrun for distribution at the festival

Double truck process color ad in the festival guide	953.00
3 col. x 5" b & w ad to run in the Sumter County Times September 30 <sup>th</sup> and October 7 <sup>th</sup>	No charge
3 col. x 5" b & w ad to run 2 times in the Citrus County Chronicle	No charge

No charge ads (\$1123.20 value) are based on the Sumter County Times being the exclusive in county newspaper media sponsor.

# SUMTER COUNTY TIMES

352-793-2161

352-739-1486 Fax

## Advertising Rates for City of Bushnell 2010 Fall Festival (Out of County)

### Inverness Pioneer

Circulation: 10,872 Readership: 27,413

Communities: Floral City, Inverness, Hernando and Citrus Hills

Two 3 col. x 5" B & W ads (October 7<sup>th</sup> and 14<sup>th</sup>)

286.50

### Central Ridge Visitor

Circulation: 6,737 Readership: 16,125

Communities: Pine Ridge, Beverly Hills, Black Diamond and  
Citrus Springs

Two 3 col. x 5" B & W ads (October 2<sup>nd</sup> and 9<sup>th</sup>)

225.90

### Crystal River Current

Circulation: 6,037 Readership: 13,829

Communities: Crystal River, Inglis and Yankeetown

Two 3 col. x 5" B & W ads (October 6<sup>th</sup> and 13<sup>th</sup>)

225.90

### Homosassa Beacon

Circulation: 5,734 Readership: 14,869

Communities: Homosassa, Chassahowitzka, Riverhaven and  
Sugarmill Woods

Two 3 col. x 5" B & W ads (October 8<sup>th</sup> and 15<sup>th</sup>)

225.90

### South Marion Citizen

Circulation: 15,000 Readership: 34,500

Communities: Hwy. 200 corridor in Ocala

Two 3 col. x 5" B & W ads (October 8<sup>th</sup> and 15<sup>th</sup>)

240.00

West Marion Messenger  
Circulation: 5,000 Readership: 11,500  
Communities: Hwy. 40 west of I75 in Ocala  
Two 3 col. x 5" B & W ads (October 6<sup>th</sup> and 13<sup>th</sup>)

150.00

Total

1354.20

## Statement

### Where The Shows Are!!!

PO Box 434

Edgewater, FL 32132

386-428-0173

[dan@artandcrafts.com](mailto:dan@artandcrafts.com)

Date \_\_\_\_\_

8/12/2010

To:

## Bushnell's Fall Festival

**Bushnell City Hall**

Joanne Pitts

PO Box 115

Bushnell, FL 33513

				Amount Due	Amount Enc.
				\$955.00	
Date	Transaction			Amount	Balance
12/31/2009	Balance forward				0.00
07/26/2010	INV #17346, Due 07/26/2010. --- Display Advertising - SE \$0.00 --- Tax: Florida State Sales Tax @ 6.5% = 0.00			0.00	0.00
08/09/2010	INV #16875, Due 08/09/2010. -- Display Advertising - SE, 2 @ \$465.00 = 930.00 --- Tax: Florida State Sales Tax @ 6.5% = 0.00			930.00	930.00
08/09/2010	INV #16946, Due 08/09/2010. -- Listing - SE, 1 @ \$25.00 = 25.00 --- Tax: Florida State Sales Tax @ 6.5% = 0.00			25.00	955.00
</					

# **2010 BUSHNELL FALL FESTIVAL**

**SATURDAY, OCTOBER 16<sup>th</sup>, 2010**

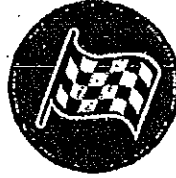
**WE'RE BACK IN THE RACE...**



**AND THE RACE IS**



**SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT APPLICATION**



**SUMTER COUNTY  
TOURIST DEVELOPMENT COUNCIL**

**DATE:** *May 19, 2010*  
**TO:** *All Board Members*  
**FROM:** *Joann Pitts, Festival Coordinator*

**26th ANNUAL BUSHNELL FALL FESTIVAL**

*Saturday, October 16th, 2010*

**ATTENDANCE:** *Estimated 20,000 +*

**FAMILY EVENT:** *Family Day  
Family Reunions  
Winter Residents / Tourists  
Class Reunions*

*Entertainment all day, games, competitions, kids/tots play land  
and historical information*

**TRANSPORTATION:** *Cross town pick-up and delivery by  
Sumter County Transit*

**EXPENDITURES:** *See attached Advertisements Request*

*Thank you in advance for your assistance and for the opportunity to  
present our Festival information.*

## Sumter County Tourist Development Council

P.O. Box 100  
Sumterville, FL 33585  
(352) 793-3099

### Capital Improvements – Request for Funding

#### Organization Information

Organization Name Bushnell Fall Festival Committee

Contact Person Joy Coleman Title City Clerk

Address P.O. Box 115, Bushnell, FL 33513

Phone 352-793-2591 Fax 352-793-2711

Email address jcoleman@cityofbushnellfl.com

#### Projection Description

Project Name Bushnell Fall Festival

Project Dates Saturday, October 16, 2010

Amount Requested \$ 11,389.20

Total Budget for Project \$ 35,338.00

#### Description of project:

The Bushnell Fall Festival is an annual event, originally begun in celebration of Bushnell's centennial anniversary. It is a one day, family oriented event, featuring a parade, local talent and entertainment, vendor booths, contests and competitions, greased pig contest, a street dance and a fireworks display.

#### Intended use of funds requested for Project:

Requested funds will help to cover the costs of promotional advertising, a portable lighted sign with letters and transportation costs for the use of Sumter County's Transit buses during the day.

Who is your targeted audience? Families throughout Sumter County and surrounding areas

How will Sumter county benefit from your project? Local businesses/vendors benefit from increased revenue generated by the record number of visitors to the festival. Others enjoy the family oriented entertainment.

*Our effectiveness and success is evidenced by the record numbers of people who attend each year.*

How will the project promote or enhance overnight stays in Sumter County?

**What is your strategy for marketing and advertising?**

If the entire request cannot be funded, can the project be restructured for less funding? YES xxx NO           

15



### Organization Background

Provide an overview of the organization history/mission.

*The Bushnell Fall Festival began in 1985 as a centennial anniversary celebration that was so well received, it became an annual event. It is a great source of family fun and entertainment for the entire county as well as many out of county visitors.*

What services does your organization provide?

*With current budget restraints and economic hardships being placed on so many businesses and individuals, the festival provides economical and uplifting recreation for families. It also provides exposure and increased revenue for local businesses.*

Is there community need for the services that you provide?


YES xxx NO       

If yes, please explain:


*The Bushnell Fall Festival provides great exposure to local as well as county-wide businesses and organizations. It provides an increase in revenue for local businesses and vendors participating in the festival. It also provides opportunity for family fun and entertainment. Many families and ex-residents of Sumter County use the festival as a backdrop for family and class reunions.*

CERTIFICATIONS

I, the applicant or Authorized Agent of the organization requesting TDC funds, have reviewed this application for funds from Sumter County Tourist Development Council and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this application and its attachment is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided and will follow any funding agreements as directed.

  
Authorized Agent Signature  
Printed Name Joe P. Strickland, Jr.

May 20, 2010  
Date

  
Title Mayor  
Joy Coleman (SEAL)  
Organization Leader

ATTEST: Joy Coleman, City Clerk  
Secretary

Considered this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_\_, at a duly called meeting of the Sumter County Tourist Development council. By motion duly recorded, this funding request is hereby:

\_\_\_\_\_ Approved in the amount of \$ \_\_\_\_\_  
\_\_\_\_\_ Denied

SUMTER COUNTY  
TOURIST DEVELOPMENT COUNCIL

BY:

\_\_\_\_\_  
Chairman

ATTEST:

\_\_\_\_\_  
Secretary

**Sumter County Tourist Tax Development Council Minutes**

**July 22, 2010**

**4:00 PM**

**Sumter County Administration Building**

**Room 142**

**910 N. Main Street, Bushnell, FL 33585**

The meeting of the Tourist Development Council of Sumter County, Florida was called to order by TDC Chairman and Sumter County Chamber of Commerce Commissioner Doug Gilpin at 4:00 PM on April 22<sup>nd</sup> in Room 910 of the Sumter County Administration Building

A roll call vote was taken with the following TDC members present:

**Present:**

Mr. Douglas Gilpin

Brett Hage

Mr. Bob Hunt

Mr. Dan McCormic

Mr. Warren Maddox

Steve Lind

Chairman- Sumter County Board of County Commissioners

T&D Waste (joining late)

Wildwood Country Resort

Sumter Shopping Center

City of Bushnell

Tracey's Point

**Absent:**

Mr. Robby Strickland

Ms. Robbie Kellum

Mr. Douglas Tharp

City of Wildwood

Wynnhaven

The Villages

**Chamber of Commerce Representatives**

Ms. Lee Ann Carr

Sumter County Chamber of Commerce

Proper legal notice has been given and is attached to July Agenda. A quorum was declared.

Commissioner Gilpin welcomed attendees and Tourist Development Council Members to the meeting.

The April 22nd minutes were approved unanimously and without correction

Motion: Warren Maddox

Second: Bob Hunt

**Financial Review:** The financial review was given by Lee Ann Carr. She noted that the chamber had included all funds that had been submitted to date and added in any sums that we do not expect be expended in order to close the purchase order. Still outstanding: Bushnell Dixie Youth in the amount of \$7943.80 and Royal Homecoming 10,000.00. If each of these Grant Recipients have unused funds, the total net income will be slightly higher than the amount of \$930,824.75 that is reflected in the net income on the financial report.

**New Business:**

Grant review of the Bushnell Fall Festival grant by TDC Members. JoAnn Pitts, Event Organizer is available to answer questions. A request for 11,389.20 to support Bushnell Fall Festival has been made by the City of Bushnell.

The narrative, representing the opinion of the Chamber Review Committee, was presented to the TDC. Based upon previous direction by the BOCC to fund only those events that bring overnight visitors to Sumter County and considering prior funding in the amount of 40,969.17. The description within the grant request states that the target audience is families throughout the county and the surrounding areas. According to the statutes, tourism funds are to be expended only on those events that have the attraction of tourists as their primary purpose with Tourists being defined as those individuals who reside outside of Sumter County. Upon consideration of

the BOCC directive, guidance of the statutes and the amount of prior TDC funding, it is the recommendation of the TDC Chamber Review Committee that this event not be funded using tourist development dollars.

**Ms. Pitts**

Chamber Review Committee ranks this event as a "3" – a tourism event of Average Impact and recommends funding of \$15,030.21 with the stipulation that the Bushnell Dixie Youth check on the cost of installation of items since this cost is not included in their estimates and can be cost prohibitive.

Mr. Maddox, Bushnell Vice-Mayor spoke in favor of the event and disagreed with the Chamber's assessment stating that the event does draw some people from outside of the County although he acknowledges that it is a limited amount. The City of Bushnell will support the event should the Fall Festival does not receive Tourist Development dollars.

Families that return to Bushnell for reunions were discussed as an asset to tourism.

Bushnell was commended for their willingness to fund the entire and discussion returned to the possibility of reducing funding this year with the object of moving the event towards being self-supporting. The importance of committing our resources to larger projects was discussed.

Proposed expenditure of funds was discussed with a breakdown of advertising dollar. A suggestion to advertise in The Villages Daily Sun was made.

The difficulty of collecting data was discussed and suggestions on methodology discussed. Signage was discussed. Noted that event is operating at a loss compared to the budget.

Motion to reduce grant request by the amount of the sign (\$2002.20) and to fund advertising and Sumter transit for a total of \$9387.20

Motion: Mr. Hunt

Second: Mr. Maddox

Mr. Maddox abstains

Motion passes 5:0 with Mr. Maddox, as Vice-Mayor of Bushnell abstaining

Florida Media advertising discussed. The Chamber has placed full page advertising in Florida Fishing and Boating, Florida Monthly and Florida Parks & Wildlife.

#### **Unfinished Business**

Discussion regarding change in TDC Administration. It was explained Sumter County Financial Services would be the first step in the grant review process and that the Chamber would no longer participate in the process although they might appear before the TDC as a grant applicant.

Executive Director reports that the Chamber was charged as a part of their contract to spend \$15,000.00 in advertising and promotion. We have exceeded that amount. A report has been provided to Mr. Arnold.

Additional Business: Article related to Crappie tournament distributed and discussed. With no other business, the meeting was adjourned at 4:45 pm.

Submitted by:

Lee Ann Carr

Sumter County Chamber of Commerce

July 30, 2010